

MBA (Tourism)

INTERNATIONAL BUSINESS (TOURISM & LOGISTICS)

As the global marketplace gets more competitive, the key to sustainable competitive advantage would emanate from a business's ability to make effective decisions and move products to the market quickly and efficiently. Post recession, management of logistics has gained importance with business decision makers.

This necessity has made flow of information, goods and services, people and capital more complicated. Business environments have become dynamic and complex on one hand while product life cycle has reduced. To remain in, reckoning companies need to be quick and precise to address their customer's needs. This calls for a smooth processing along the supply chain.

The paramount objective of the course is to make the students understand the indispensable role of logistics in the movement management of tourists and their travel accessories, including souvenirs from the tourism generation region to the transit and destination region vice-versa. The course will introduce the students to the linkages between the large tourism industry on one hand and the various transport systems of the world on the other. This course will focus primarily on the following capability dimensions - tourism management practices; logistics supply chain management; distribution; critical analysis, problem setting and solving; interpersonal and communication skills; teamwork and leadership skills.

This course will assist students to develop their ability to:

- i. Understand the fundamental supply chain principles involved in the movement of tourists, luggage and services in the global and regional tourism industry.
- ii. Analyze the prevailing regional and global tourist travel demand and constructively analyze the functional capacity of the existing tourist travel supply capacities.
- iii. Learn functions of transport logistical operations systems in tourist transit regions and their effectiveness in the management of the mass movement of tourists and goods from the travel hubs to the tourist attraction spokes.
- iv. Make sense of existing and future global, regional and local prospects and challenges for tourist transport provision and methodologically approach each issue.
- v. Understand and implement concepts, techniques and applications that are important for logistics and supply chain management.
- vi. Link strategic and operational system thinking with appropriate action to inform and facilitate day-to-day decisions in logistic management.
- vii. Apply business and logistic methods and principles to identify problems to improve value chain and supply chain management for sustainable practice.
- viii. Ability to communicate effectively to build and maintain relationships with other professionals at various levels of business organisation, stakeholders, clients, team members and management.
- ix. Ability to evaluate and disseminate logistic solutions and information, upstream and downstream in supply chain management

Structure

- i. This is an intensive study programme of 2 academic sessions.

- ii. The programme shall be divided into four taught semesters and there shall be an examination at the end of each semester.
- iii. First, Second and Third semesters shall comprise of nine courses and Fourth semester shall comprise of five courses including project work, each of three hours per week equivalent teaching obligation and equal amount of self study.
- iv. Admission is being offered for 93 seats in the programme.

Programme structure for MBA (Tourism) Specialization in International Business (Tourism & Logistics)

| Course Code | Nomenclature | Hours per week | Internal assessment | External assessment | Total points |
|-------------|---|----------------|---------------------|------------------------|--------------|
| | <u>Semester- I</u> | | | | |
| IBTLG-101 | Management concepts and organization behaviour | 3 | 50 | 50 | 100 |
| IBTLG -102 | Logistic Systems | 3 | 50 | 50 | 100 |
| IBTLG -103 | Technology for Logistic Management | 3 | 50 | 50 | 100 |
| IBTLG -104 | Tourism Concept and Impact | 3 | 50 | 50 | 100 |
| IBTLG -105 | Marketing of logistics | 3 | 50 | 50 | 100 |
| IBTLG -106 | International tourism | 3 | 50 | 50 | 100 |
| IBTLG -107 | Global Economic Environment | 3 | 50 | 50 | 100 |
| IBTLG -108 | Finance and Accounting for managers | 3 | 50 | 50 | 100 |
| IBTLG -109 | Warehousing and Transport Management | 3 | 50 | 50 | 100 |
| | Total | | | | 900 |
| | <u>Semester- II</u> | | | | |
| IBTLG -201 | New Developments in Logistic and Supply Chain Industry. | 3 | 50 | Report 25+Viva-Voce-25 | 100 |
| IBTLG -202 | Travel Geography and GIS | 3 | 50 | 50 | 100 |
| IBTLG -203 | Business Research Methods | 3 | 50 | 50 | 100 |
| IBTLG -204 | Human resources management | 3 | 50 | 50 | 100 |
| IBTLG -205 | Sustainable Tourism Management | 3 | 50 | 50 | 100 |
| IBTLG -206 | Inventory Management | 3 | 50 | 50 | 100 |
| IBTLG -207 | Tourism Policy, Planning and Development | 3 | 50 | 50 | 100 |
| IBTLG -208 | International marketing | 3 | 50 | 50 | 100 |

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| IBTLG -209 | Export import procedure and documentation | 3 | 50 | 50 | 100 |
| | Total | | | | 900 |
| | <u>Semester- III</u> | | | | |
| IBTLG -301 | Transportation & Logistic Economics | 3 | 50 | 50 | 100 |
| IBTLG -302 | Entrepreneurship Development | 3 | 50 | 50 | 100 |
| IBTLG -303 | Strategic management | 3 | 50 | 50 | 100 |
| IBTLG -304 | Business Law and corporate social responsibility | 3 | 50 | 50 | 100 |
| IBTLG -305 | Transportation Logistics | 3 | 50 | 50 | 100 |
| IBTLG -306 | Integrated Logistics | 3 | 50 | 50 | 100 |
| IBTLG -307 | Supply Chain Management (Elective)1 | 3 | 50 | 50 | 100 |
| IBTLG -308 | Cargo Management (Elective))1 | 3 | 50 | 50 | 100 |
| IBTLG -309 | EXIM Management (Elective)1 (Electives)1 | 3 | 50 | 50 | 100 |
| IBTLG -310 | Summer training project | -- | 50 | 50 | 100 |
| | Total | | | | 900 |
| | <u>Semester- IV</u> | | | | |
| IBTLG -401 | Supply Chain Management(Elective)2 | 3 | 50 | 50 | 100 |
| IBTLG -402 | Cargo Management (Elective))2 | 3 | 50 | 50 | 100 |
| IBTLG -403 | EXIM Management (Elective)2 | 3 | 50 | 50 | 100 |
| IBTLG -404 | Project report and viva-voce | -- | Report 200 | Viva-Voce,100 | 300 |
| | Total | | | | 600 |
| | Grand total | | | | 3400 |